

ASSIGNMENT

WHEREAS, **ALEXANDER C. CHAN**, a citizen of The United States, residing at 13 Stites Drive, Cranbury, New Jersey 08512 and **STELLA ARCELLA**, a citizen of The United States, residing at 122 Hiawatha Boulevard, Oakland, New Jersey 07436 and **JOHN BRIAN BARTOLONE**, a citizen of The United States, residing at 160 Balmforth Street, Bridgeport, Connecticut 06605 and **ALLAN ROBERT BURGER**, a citizen of The United States, residing at 259 Passaic Avenue, Passaic, New Jersey 07555, respectfully invented certain improvements in:

**EFFICIENT TWO-STEP METHOD OF COLORING AND
LIGHTENING HAIR WITH LESS DAMAGE**

bearing Attorney's Docket Number J6887(C), which is found in:

(a) U.S. patent application executed on _____

(b) To comply with 37 CFR 3.21 for recordal of this assignment, I/WE an ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. 10/1791,391 filed on MARCH 2, 2004

(c) International Application No. PCT _____ / _____.

AND WHEREAS, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, a corporation of New York having a principal place of business at 205 N. Michigan Avenue, Chicago, Illinois 60601, desires to acquire the entire right, title and interest in the said application and invention, and improvements and to any United States and foreign patents to be obtained therefor;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States and all foreign countries, and all rights of priority under the International Convention resulting from the filing of said application, and in and to any and all divisional, continuation, continuation-in-part, reissue, or other applications describing said invention or improvements thereon, and in and to any and all Letters Patent of the United States which may issue from said applications or any of them, and in and to any and all applications for patents describing said invention to countries foreign to the United States and in and to any and all patents which may be granted for said invention in said foreign countries, the same to be held by and for the sole and exclusive use and benefit of the said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, as the assignee of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, may be necessary in this or any foreign country fully to secure to said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles and interests hereby sold, assigned, transferred and conveyed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 27 day of FEB, 2004.

STATE OF N J)
COUNTY OF BERGEN)


(Seal)
Alexander C. Chan

On this 27 day of February, 2004 before me came **Alexander C. Chan** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

LISA A. ELLERBROCK
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES NOV. 22, 2004


Notary Public

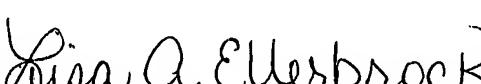
IN WITNESS WHEREOF, I have hereunto set my hand and seal this 27 day of FEB, 2004.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)


(Seal)
Stella Arcella

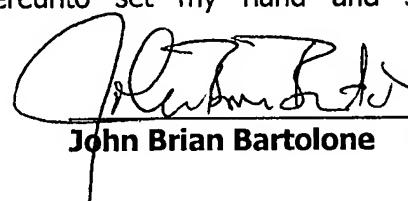
On this 27 day of February, 2004 before me came **Stella Arcella** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

LISA A. ELLERBROCK
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES NOV. 22, 2004


Notary Public

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 1 day
of MAR, 2004.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)


(Seal)
John Brian Bartolone

On this 1 day of March, 2004 before me came **John Brian Bartolone** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

LISA A. ELLERBROCK
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES NOV. 22, 2004

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 27 day
of Feb, 2004.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)


Notary Public
(Seal)
Allan Robert Burger

On this 27 day of February, 2004 before me came **Allan Robert Burger** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

LISA A. ELLERBROCK
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES NOV. 22, 2004


Notary Public

ASSIGNMENT

WHEREAS, **Padmaja SAROJINI**, a citizen of India, residing at 491 Van Orden Street, Saddle Brook, New Jersey 07663;

John Brian BARTOLONE, a citizen of The United States, residing at 160 Balmforth Street, Bridgeport, Connecticut 06605;

Alexander C. CHAN, a citizen of The United States, residing at 13 Stites Drive, Cranbury, New Jersey 08512,

invented certain improvements in

TWO STEP PERMANENT COLORING OF HAIR

bearing Attorney's Docket Number J6738(C), which is found in:

(a) U.S. patent application executed on _____

(b) To comply with 37 CFR 3.21 for recordal of this assignment, I/WE an ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. 10/075,745 filed on February 14, 2002.

(c) International Application No. PCT _____ / _____.

AND WHEREAS, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, a corporation of New York having a principal place of business at 325 North Wells, Chicago, Illinois 60610, desires to acquire the entire right, title and interest in the said application and invention, and improvements and to any United States and foreign patents to be obtained therefor;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States and all foreign countries, and all rights of priority under the International Convention resulting from the filing of said application, and in and to any and all divisional, continuation, continuation-in-part, reissue, or other applications describing said invention or improvements thereon, and in and to any and all Letters Patent of the United States which may issue from said applications or any of them, and in and to any and all applications for patents describing said invention to countries foreign to the United States and in and to any and all patents which may be granted for said invention in said foreign countries, the same to be held by and for the sole and exclusive use and benefit of the said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, as the assignee of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, may be necessary in this or any foreign country fully to secure to said, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles and interests hereby sold, assigned, transferred and conveyed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 1st day of March, 2002.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)

 (Seal)
Padmaja SAROJINI

Padmaja SAROJINI

On this 15th day of March, 2002 before me came **Padmaja SAROJINI** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Mary P. Keselbach

Notary Public

MARY P. KIESELBACH
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Sept. 25, 2005

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 1st day of March, 2002.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)

John R. Tolue (Seal)
John Brian BARTOLONE

John Brian BARTOLONE

On this 1st day of March, 2002 before me came John Brian BARTOLONE to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Mary P. Keelebaer

Notary Public

MARY P. KIESELBACH
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Sept. 25, 2005

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 15 day of March, 2002.

STATE OF NEW JERSEY)
COUNTY OF BERGEN)

Alexander C. Chan (Seal)

Alexander C. CHAN

On this 1st day of March, 2002 before me came **Alexander C. CHAN** to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Mary O'Keeffe
Notary Public

MARY P. KIESELBACH
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires Sept. 25, 2008